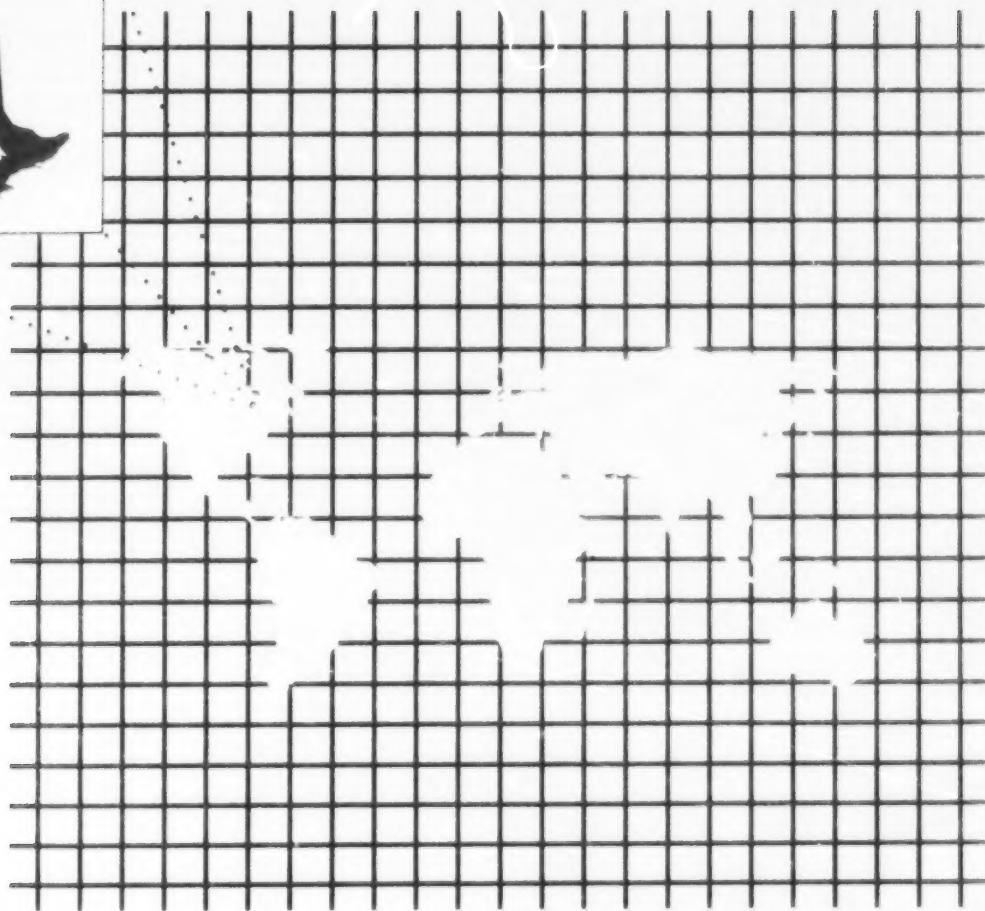




ONTARIO
CANADA

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Ontario's Business & Conventions Travel Market - 1998

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TABLE OF CONTENTS

HIGHLIGHTS	i
POINTS SAILLANTS	iv
INTRODUCTION	v
ONTARIO'S BUSINESS TRAVEL MARKET - 1998	1
How many visitors and where did they come from?	1
How long did they stay in Ontario?	2
What mode of transport did they use while in Canada?	3
When did they visit Ontario?	3
What was the size and composition of their travelling party?	4
What type of accommodation did they use?	5
What else did they do in Ontario?	5
Which Ontario regions did they visit?	6
How much did they spend in Ontario?	8
How did Ontario's international business visitors evaluate Various aspects of their trip in Canada?	13
ONTARIO'S CONVENTIONS MARKET - 1998	15
How many convention visitors and where did they come from?	15
How long did they stay in Ontario?	16
What else did they do in Ontario?	17
Which Ontario regions did they visit?	18
What was their party size?	20
How much did they spend in Ontario?	20
How did Ontario's international convention visitors evaluate various aspects of their trip in Canada?	24

ONTARIO'S OVERNIGHT BUSINESS MARKET - 1994 TO 1998	24
GLOSSARY	26
MAP OF ONTARIO'S TRAVEL REGIONS - 1998	28

HIGHLIGHTS

- In 1998, 107 million person trips were made in Ontario by same day and overnight visitors from across Canada and around the world. Of these person trips, 9.8% or 10.4 million trips were made for the primary purpose of business. Of all business visitors, 11.0% or 1.2 million were in Ontario to attend a convention.
- Nearly three quarters (73.6%) of Ontario's overnight business visitors came from Canada, 22.4% came from the United States and 4.0% came from overseas countries.
- On average, Ontario's overnight business visitors spent 2.96 nights in the province in 1998, compared to all overnight visitors to the province who spent on average 3.15 nights. Overnight convention visitors stayed an average of 3.64 nights in the province, longer than business and total visitors. As expected, overnight business visitors and overnight convention visitors from overseas countries stayed the longest, followed by Americans and then Canadians.
- Compared to other visitors, business visitors had a higher incidence of travel during the shoulder seasons than during summer, with the second quarter receiving the largest proportion of them (27%).
- The overwhelming majority of business visitors travelled in Ontario alone (87.8%), followed by business visitors in travel parties of two (8.8%).
- Compared to other overnight visitors, overnight business visitors had a much higher incidence of utilization of commercial roofed accommodation (83.8% vs. 34.5%), especially hotels (70.7% vs. 22.5%).
- Overnight business visitors were not as active as other overnight visitors, participating, on average in 1.3 activities. Recreation/nightlife, sightseeing and shopping were by far the most popular activities among Ontario's overnight convention and business visitors.
- The trips that brought overnight business visitors to Ontario had primarily an urban orientation. As such, Metro Toronto was the top region visited among overnight business visitors, accounting for 40.9% of them. Festival Country was the second most popular region visited by overnight business visitors (15.6%), followed by Ontario East (15.3%).
- The expenditures of overnight business visitors accounted for 27.3% of the total spending in Ontario by all overnight visitors, or \$3.5 billion. Overall, overnight business visitors had an average spending per person visit that was nearly three times that of all overnight visitors (\$668 vs. \$232).
- Quebec residents had the lowest average spending per overnight business visit (\$414), as well as per person night (\$188). Overnight business visitors from the U.S. had an average spending per person visit that was twice as large as that of Ontarians' (\$845 vs. \$476), while overseas overnight business visitors had an average spending per person visit that was over three times larger than that of Ontarians' (\$1,517), partly because of high transportation costs to reach

Ontario.

- Overnight business visits in Ontario decreased by 3.7% over the period 1994-1998, from 4.6 million visits in 1994 to 4.5 million visits in 1998. In contrast, total overnight travel in Ontario increased over the same period by 3.0%.
- The decline in overnight business visits in Ontario since 1994 is attributable mainly to the decline in the number of these visitors from Ontario only and other Canadian provinces (down in 1998 by 18.2% and 2.3%, respectively). US overnight business visits to Ontario increased over the same period by 29.2%, while overnight business visits to Ontario from overseas countries increased by 9.1%, notwithstanding the economic crisis that many overseas countries were experiencing in 1998. As a result of these differential growth rates, Ontarians' importance in the province's overnight business market declined from 53.1% of the trips in 1994, to 45.1% in 1998, the Americans' share increased from 21.9% to 29.3% and the overseas countries' share increased from 7.1% in 1994, to 8.1% in 1998.

POINTS SAILLANTS

- En 1998, 107 millions de voyages-personnes ont été faits en Ontario par des visiteurs en provenance du reste du Canada et de l'étranger qui y ont fait des séjours de 24 heures et de 24 heures et moins. De ce nombre de voyages-personnes, 9,8 % ou 10,4 millions de voyages ont été faits principalement pour affaires. De tous les visiteurs en voyage d'affaires, 11,0 % ou 1,2 million se sont rendus en Ontario pour y assister à un congrès.
- Près des trois quarts (73,6 %) des visiteurs venus en Ontario pour affaires et pour plus de 24 heures étaient en provenance du Canada, 22,4 % venaient des États-Unis et 4,0 % provenaient d'outremer.
- En moyenne, les visiteurs en voyage d'affaires en Ontario y ont séjourné pour 2,96 nuitées en 1998, par comparaison avec l'ensemble des visiteurs en voyage dans la province pour plus de 24 heures qui y ont séjourné en moyenne pour 3,15 nuitées. Les visiteurs venus pour assister à des congrès restaient en moyenne pour 3,64 nuitées dans la province, un peu plus longtemps que les gens venus en voyage d'affaires et que l'ensemble des visiteurs. Comme on pouvait s'y attendre, les visiteurs pour affaires qui séjournaient durant plus de 24 heures et les visiteurs venus assister à des congrès pour plus de 24 heures en provenance d'outremer étaient ceux qui restaient le plus longtemps, suivis par les Américains, puis par les Canadiens.
- Par comparaison avec les autres visiteurs, ceux qui étaient en voyage d'affaires avaient une incidence de voyages plus élevée durant les saisons intermédiaires qu'en été, et c'est au cours du deuxième trimestre que l'on en a reçu la plus grande proportion (27 %).
- La vaste majorité des visiteurs en voyage d'affaires venaient en Ontario seuls (87,8 %), suivis par les visiteurs en voyage d'affaires venus à deux (8,8 %).
- Par comparaison avec les autres visiteurs pour plus de 24 heures, ceux en voyage d'affaires utilisaient en plus grand nombre les établissements de logement commerciaux (83,8 % c. 34,5 %), et plus particulièrement les hôtels (70,7 % c. 22,5 %).
- Les visiteurs en voyage d'affaires pour plus de 24 heures n'étaient pas aussi actifs que les autres visiteurs pour plus de 24 heures, et ils ont participé en moyenne à 1,3 activité. Loisirs/sorties dans les bars et restaurants, visites touristiques et magasinage étaient de loin les activités les plus populaires chez les visiteurs venus en Ontario pour plus de 24 heures afin d'assister à des congrès ou en voyage d'affaires.
- Les voyages ayant amené les visiteurs en voyage d'affaires pour plus de 24 heures en Ontario visaient surtout les zones urbaines. Aussi, l'agglomération urbaine de Toronto a été la principale région visitée par ces visiteurs en voyage d'affaires pour plus de 24 heures, attirant 40,9 % d'entre eux. Festival Country a été la région de prédilection des visiteurs en voyage d'affaires pour plus de 24 heures (15,6 %), suivie par l'est ontarien (15,3 %).
- Les dépenses des visiteurs en voyage d'affaires pour plus de 24 heures ont représenté 27,3 % du total des dépenses faites en Ontario par tous les visiteurs pour plus de 24 heures, ou 3,5

milliards de dollars. Dans l'ensemble, les visiteurs en voyage d'affaires pour plus de 24 heures avaient des dépenses moyennes par voyage-personne trois fois plus élevées que celles de tous les autres visiteurs pour plus de 24 heures (668 \$ c. 232 \$).

- Les résidents du Québec avaient les dépenses moyennes par voyage d'affaires de plus de 24 heures les moins élevées (414 \$), de même que les plus faibles dépenses par nuitée par personne (188 \$). Les visiteurs en voyage d'affaires pour plus de 24 heures en provenance des Etats-Unis avaient des dépenses moyenne par voyage-personne qui équivalaient au double de celles des Ontariens (845 \$ c. 476 \$), tandis que les voyageurs pour affaires en provenance d'outremer avaient des dépenses moyennes par voyage-personne qui étaient trois fois celles des Ontariens (1 517 \$), ces résultats s'expliquent en partie par les coûts élevés du transport à destination de l'Ontario.
- Les voyages d'affaires pour plus de 24 heures en Ontario ont diminué de 3,7 % durant la période de 1994 à 1998, passant de 4,6 millions de visites en 1994 à 4,5 millions de visites en 1998. Par contraste, l'ensemble des voyages pour plus de 24 heures en Ontario a chuté de 3,0 % durant la même période.
- La diminution des voyages d'affaires pour plus de 24 heures en Ontario depuis 1994 est attribuable surtout à la baisse du nombre de ces visiteurs en provenance de l'Ontario et des autres provinces canadiennes (un recul en 1998 de 18,2 % et de 2,3 %, respectivement). Les voyages d'affaires pour plus de 24 heures en Ontario en provenance des Etats-Unis ont augmenté durant la même période de 29,2 %, tandis que les voyages d'affaires pour plus de 24 heures dans la province en provenance d'outremer augmentaient de 9,1 %, malgré la crise économique qui a frappé de nombreux pays étrangers en 1998. En raison de cet écart dans les taux de croissance, l'importance de l'Ontario à titre de marché des voyages d'affaires pour plus de 24 heures est passée de 53,1 % des voyages en 1994, à 45,1 % en 1998, et la part des Américains est passée de 21,9 % à 29,3 % tandis que celle des autres pays d'outremer augmentait de 7,1 % en 1994, à 8,1 % en 1998.

INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism, Culture and Recreation.

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 1998, an average of 15,010 Canadian households -- including 4,276 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 90%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a Computer Assisted Interview (CAI) system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.
2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.
3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

Length of Stay	PLACE OF RESIDENCE	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day

visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 12,534 completed questionnaires by US residents (out of 28,450 usable questionnaires of US visitors to Canada) and 6,302 completed questionnaires by overseas visitors (out of 11,567 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.
2. Ontario does a number of imputations for missing values.
3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S BUSINESS TRAVEL MARKET - 1998



HOW MANY VISITORS AND WHERE DID THEY COME FROM?

In 1998, 107 million person visits were made in Ontario by same day and overnight visitors from across Canada and around the world. Visitors whose main trip-purpose was business accounted for 9.8% of this total or 10.4 million person visits.

The majority of Ontario's business travellers came from Ontario (62.9%), followed by Michigan (7.1%) and Quebec (6.5%). In terms of specific cities, Toronto, Ottawa and Montreal generated the highest volumes of Ontario's business travellers.

As Table 1 shows, Ontarians and Americans accounted for a smaller proportion of Ontario's business travellers than they did of the province's total visitors. However, overseas countries accounted for a much higher (double) proportion of business travellers than they did of all of Ontario's visitors.

In general, regions further away from Ontario had a higher incidence of business travel to the province than regions closer to Ontario.

Of the 10.4 million business travellers to Ontario, 42.7% or 4.5 million, stayed in the province for one or more nights. This incidence of overnight stay compared favourably to that of all visitors to Ontario which was 37.4%.

TABLE 1: Total Person Visits in Ontario, 1998

Origin of Visitors (000's)	All Visitors	Share (%)	Business Visitors	Share (%)
TOTAL	106,928	100.0	10,439	100.0
CANADA	74,602	69.8	7,683	73.6
Ontario	70,326	65.8	6,568	62.9
Toronto	6,589	6.2	724	6.9
Ottawa	4,443	4.2	624	6.0
Niagara Falls	1,862	1.7	152	1.5
Windsor	1,229	1.1	93	0.9
Quebec	2,608	2.4	680	6.5
Montreal	1,818	1.7	556	5.3
Manitoba	560	0.5	110	1.1
Winnipeg	486	0.5	103	1.0
Atlantic Canada	367	0.3	96	0.9
Halifax	100	0.1	28	0.3
Western Canada	742	0.7	229	2.2
Vancouver	248	0.2	77	0.7
Calgary	132	0.1	37	0.4
Edmonton	85	0.1	38	0.4
Regina	29	0.0	14	0.1
USA	30,168	28.2	2,341	22.4
Border States	25,515	23.9	1,487	14.2
Michigan	12,388	11.6	737	7.1
New York	8,566	8.0	297	2.8
Ohio	1,669	1.6	138	1.3
Pennsylvania	874	0.8	88	0.8
Illinois	624	0.6	118	1.1
Minnesota	973	0.9	66	0.6
Wisconsin	421	0.4	43	0.4
Other USA	4,653	4.4	854	8.2
California	315	0.3	74	0.7
New Jersey	279	0.3	66	0.6
Massachusetts	298	0.3	60	0.6
Florida	247	0.2	43	0.4
OVERSEAS	2,158	2.0	415	4.0
UK	428	0.4	48	0.5
Japan	245	0.2	77	0.7
France	194	0.2	20	0.2
Germany	175	0.2	21	0.2
Mexico	59	0.1	26	0.2

Out of every twenty overnight business visitors who visited Ontario in 1998, nine came from Ontario (45.1%), six from the U.S. (29.3%), two from an overseas country (8.1%) and three from a province other than Ontario (17.5%).

Overnight visitors from Mexico and Japan had the highest incidence of business travel to Ontario (44.2% and 34.6%, respectively) among overseas countries, California and Massachusetts among the U.S. states (32.5% and 31.8%, respectively) and Canadian provinces west of Manitoba among Canadian provinces (30.4%). Overnight visitors from Ontario, Michigan and New York had the lowest incidence of overnight business travel in the province (7.4%, 8.9% and 8.7%, respectively).



HOW LONG DID THEY STAY IN ONTARIO?

Overall, Ontario's overnight business visitors did not stay in the province as long as other overnight visitors did (2.96 nights vs. 3.15 nights). As a result, although overnight business visitors accounted for 11.5% of all overnight visitors to Ontario, they accounted for 10.5% of all the person nights spent in the province in 1998.

TABLE 2: Overnight Person Visits in Ontario, 1998

Origin of Visitors (000's)	All Visitors	Share (%)	Business Visitors	Share (%)
TOTAL	40,042	100.0	4,457	100.0
CANADA	30,317	75.7	2,789	62.6
Ontario	27,054	67.6	2,010	45.1
Toronto	3,551	8.9	196	4.4
Ottawa	2,275	5.7	343	7.7
Niagara Falls	628	1.6	55	1.2
Windsor	637	1.6	54	1.2
Quebec	1,691	4.2	374	8.4
Montreal	1,175	2.9	303	6.8
Manitoba	474	1.2	85	1.9
Winnipeg	404	1.0	78	1.8
Atlantic Canada	361	0.9	96	2.2
Halifax	97	0.2	28	0.6
Western Canada	737	1.8	224	5.0
Vancouver	246	0.6	76	1.7
Calgary	132	0.3	37	0.8
Edmonton	82	0.2	35	0.8
Regina	28	0.1	14	0.3
USA	7,860	19.6	1,308	29.3
Border States	5,355	13.4	596	13.4
Michigan	1,678	4.2	150	3.3
New York	1,511	3.8	132	3.0
Ohio	719	1.8	83	1.9
Pennsylvania	458	1.1	71	1.6
Illinois	396	1.0	96	2.2
Minnesota	310	0.8	36	0.8
Wisconsin	283	0.7	28	0.6
Other USA	2,505	6.3	712	16.0
California	212	0.5	69	1.5
New Jersey	197	0.5	54	1.2
Massachusetts	148	0.4	47	1.1
Florida	143	0.4	40	0.4
OVERSEAS	1,866	4.7	360	8.1
UK	389	1.0	42	0.9
Japan	208	0.5	72	1.6
France	166	0.4	16	0.4
Germany	152	0.4	18	0.4
Mexico	52	0.1	23	0.5

As expected, overnight business visitors from overseas countries stayed the longest, followed by Americans and Canadians.

TABLE 3: Overnight Visitors by Length of Stay in Ontario		
Origin of Visitors	Average Number of Nights	
	All Visitors	Business Visitors
CANADA	2.83	2.71
Ontario	2.63	2.45
USA	3.11	2.78
Border States	2.84	2.54
OVERSEAS	8.44	5.59

Three out of every five (60.6%) of Ontario's overnight business visitors stayed in the province for two nights or less and over three-quarters (76.3%) stayed for three nights or less. Only 9.4% of Ontario's overnight business visitors stayed in the province for a week or longer.



WHAT MODE OF TRANSPORT DID THEY USE WHILE IN CANADA?

Although the majority (80.8%) of Ontario's business visitors used the automobile as a means of getting around while in Canada, the incidence of plane utilization by business visitors was six times higher than that of all visitors (12.8% vs. 2.6%).

Although business visitors who used plane, train or bus while in Canada accounted for 12.8%, 1.4% and 2.9%, respectively, of the business visits in Ontario, they accounted for 27.7%, 4.0% and 11.1%, respectively, of the business person nights spent in the province. This implies that business visitors who used planes, trains or busses to move around Ontario and Canada stayed longer than the business visitors who only used automobiles.

TABLE 4: Person Visits in Ontario by Mode of Transport in Canada				
Type of Transport Mode	All Visitors (000's)	Share	Business Visitors (000's)	Share
Auto	98,356	92.0%	8,433	80.8%
Plane	2,786	2.6	1,340	12.8%
Train	1,284	1.2%	147	1.4%
Bus	3,838	3.6%	302	2.9%
Other	2,930	2.7%	566	5.4%
Not Stated	930	0.9%	178	1.7%

This longer length of stay had implications for their expenditures. For example, Ontario business visitors who had used planes to travel in Canada accounted for 29.2% of all business visitors expenditures, when they only accounted for 12.8% of the business visits.



WHEN DID THEY VISIT ONTARIO?

Compared to other visitors, business visitors had a higher incidence of travel during the shoulder seasons than during the summer, with the second quarter receiving the largest proportion of them (27%).

Although business visitors from all origins exhibited a low incidence of travel during the summer months, their incidence of travel during the remaining quarters differed depending on their origin: those from Ontario exhibited their highest incidence of visitation during the fourth quarter (Q4: 26.8%), while those from the U.S. and overseas countries exhibited their highest incidence of

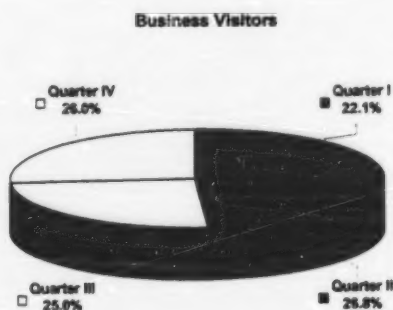
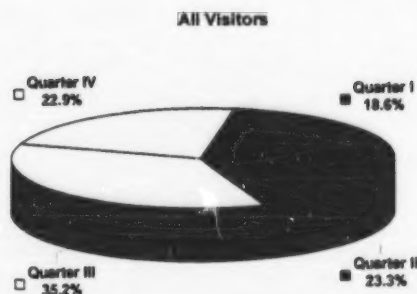
visitation during the second quarter (U.S.: 31.2%, overseas: 34.3%).

Overnight business visitors had an even higher concentration of visits during the non-summer months with the second and fourth calendar quarters accounting for 56% of them (second quarter, 28.7%; fourth quarter, 27.2% - see Table 5).

These statistics indicate that business travellers, are an ideal group to target for extending the summer season in the province (to the extent to which they can be influenced in choosing Ontario as their destination).

Due to the seasonal variations in the travel patterns of business visitors from different origins, the seasonal share that different origin groups accounted for varied by quarter. For example, as Table 5 demonstrates, overnight business visitors from Ontario accounted for 39.9% of the total overnight business visitors in the third calendar quarter, but for 51.4% during the first calendar quarter.

TABLE 5: Overnight Business Visits in Ontario by Calendar Quarter, 1998				
Origin of Visitors	QI	QII	QIII	QIV
TOTAL	906	1,278	1,061	1,211
Share	20.3%	28.7%	23.8%	27.2%
CANADA (000)	617	761	607	803
Share	68.1%	59.5%	57.2%	66.3%
Ontario	466	514	423	606
Share	51.4%	40.2%	39.9%	50.0%
USA (000)	230	392	347	339
Share	25.4%	30.7%	32.7%	28.0%
Border States	102	201	139	153
Share	11.3%	15.7%	13.1%	12.6%
OVERSEAS (000)	59	125	107	69
Share	6.5%	9.8%	10.1%	5.7%
UK	10	59	86	30
Share	1.1%	4.6%	8.1%	2.5%
France	2	26	74	12
Share	0.2%	2.0%	7.0%	1.0%
Germany	4	19	47	16
Share	0.4%	1.5%	4.4%	1.3%
Japan	9	35	54	11
Share	1.0%	2.7%	5.1%	0.9%



WHAT WAS THE COMPOSITION AND SIZE OF THEIR TRAVEL PARTY?

The overwhelming majority of business visitors travelled in Ontario alone (87.8%), followed by business visitors in travel parties of two (8.8%). The incidence of travelling with no companions was the lowest among overseas business visitors (71.6% of the overseas business visitors travelled alone in Ontario) and the highest among Canadians (93.8%). As a result, overseas business travellers had the highest average party size (1.5 persons) and Canadians the lowest (1.1 persons).

One out of every one hundred travel

TABLE 6: Party Visits in Ontario Business Visitors, 1998						
Origin of Visitors	Average Party Size (persons)		Party Composition			
	Total	O/night	Adults only		Adults with Kids	
			Total	O/night	Total	O/night
CANADA	1.1	1.1	98.9%	98.5%	1.1%	1.5%
Ontario	1.1	1.1	98.9%	98.5%	1.1%	1.5%
USA	1.4	1.4	98.6%	98.4%	1.4%	1.6%
Border States	1.3	1.4	97.8%	97.4%	2.2%	2.6%
OVERSEAS	1.5	1.5	98.2%	98.0%	1.8%	2.0%

parties (1.2%) who travelled to Ontario on business was comprised of adults and children under the age of 15.

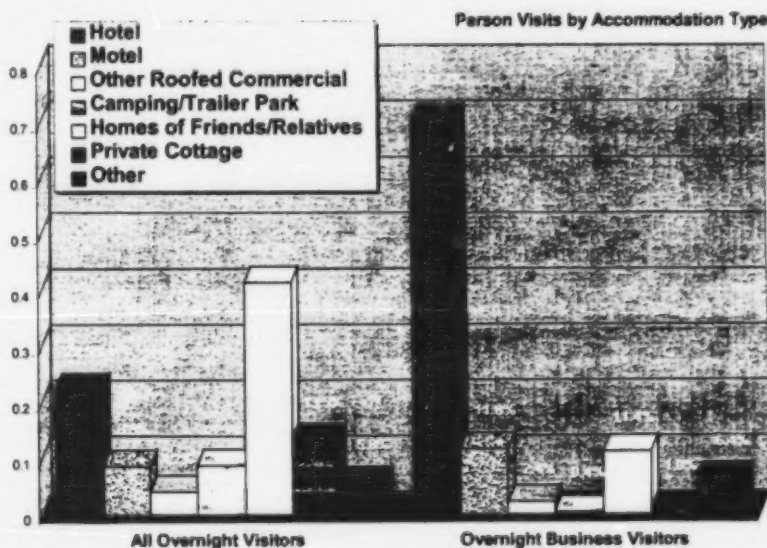
The incidence of travel in groups comprised of adults and children was the highest among Americans from Ontario's border states (2.2%) and lowest among Canadians (1.1%).



WHAT TYPE OF ACCOMMODATION DID THEY USE?

Compared to other overnight visitors, overnight business visitors had a higher incidence of utilisation of commercial roofed accommodation (83.8% vs. 34.5%) and a lower incidence of utilisation of non-commercial accommodation. They also had a much higher incidence of utilization of hotels (70.7% vs. 22.5%) and, as expected, a lower incidence of utilisation of camping/trailer parks (0.4% vs. 8.9%).

These observations held across all origin groups. However, business visitors from the United States had the highest incidence of hotel utilization (77.8%), while business visitors from Ontario had the highest incidence of utilization of motels (14.7%) and the homes of their friends and relatives (14.1%).



WHAT ELSE DID THEY DO IN ONTARIO?

As expected, overnight business visitors were almost half as active as other overnight visitors participating, on average, in 1.3 of the activities listed in Table 7, as opposed to 2.13 activities for the overall overnight visitors. However, with the exception of "visit friends or relatives" and

"participate in outdoor activities", where other overnight visitors had a considerably higher incidence of participation, overnight business visitors participated in the remaining activities listed in Table 7 almost as much as other overnight visitors. In fact, as far as nightlife/entertainment (which includes casinos) is concerned, they had a considerably higher incidence of participation than other overnight visitors.

Shopping was the most popular activity among overnight business visitors, followed by sightseeing, visiting friends/relatives and participating in nightlife/entertainment.

Overnight business visitors from Ontario were much more inclined to participate in outdoor activities than business visitors from any other origin.

On the other hand, Americans and overseas business visitors visiting Ontario for one or more nights had a much higher incidence, than

other origins, of participation in the other activities listed in Table 8. Overnight business visitors from overseas countries had the highest incidence of participation in VFR, festivals, cultural events, sports events, shopping, sightseeing, as well as in visiting parks/historic sites and theme parks, while Americans had the highest incidence of participation in night-life.

What these observations show again is that, as was the case with other visitors, the further away a business visitor comes from the more active he/she is in Ontario.

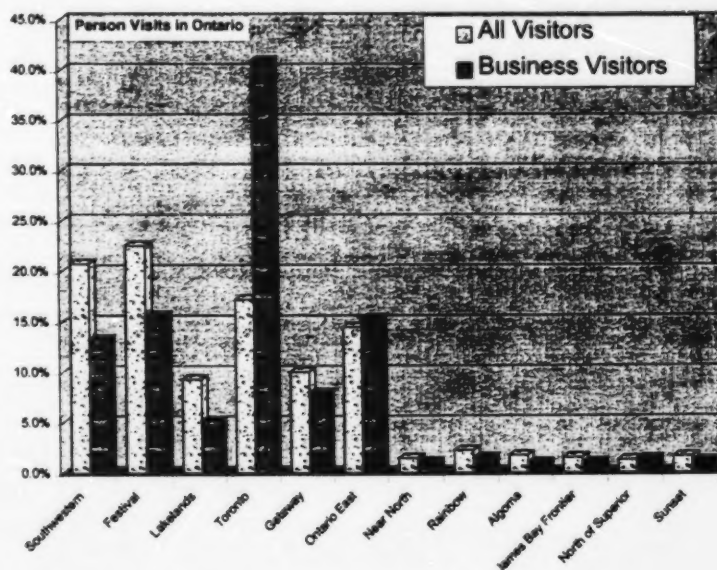
Activity	All Visitors %	Business Visitors %
Visit friends/relatives	56.8	20.8
Attend festivals/fairs	4.9	2.4
Attend cultural events	13.2	9.8
Attend sports events	6.0	4.4
Shopping	34.7	28.6
Sightseeing	31.1	21.7
Nightlife/entertainment	10.6	17.8
Visit theme parks	3.8	1.5
Visit parks or historic sites	14.0	8.7
Participate in outdoor activities	38.1	11.8

Activity	Origin of Overnight Business Visitors			
	Canada	Ontario	USA	Overseas
Visit friends/relatives	22.0%	21.9%	14.2%	36.2%
Attend festivals/fair	2.0%	1.5%	1.8%	7.0%
Attend cultural events	4.5%	2.6%	14.3%	34.2%
Attend sports events	3.5%	3.1%	5.5%	6.8%
Shopping	16.2%	12.3%	43.4%	70.5%
Sightseeing	11.2%	9.1%	33.7%	58.4%
Nightlife/entertainment	14.3%	12.3%	23.9%	22.1%
Visit theme parks	1.0%	0.8%	0.7%	8.5%
Visit parks or historic sites	2.8%	1.6%	15.7%	28.7%
Participate in outdoor activities	11.8%	12.9%	11.0%	15.0%



WHICH ONTARIO REGIONS* DID THEY VISIT?

As expected, business visitors took trips to Ontario that had an urban-orientation. However, what is surprising is the extent to which business trips focused on Ontario's major urban centres. Metro Toronto received 40.9% of Ontario's business visitors (as opposed to 17.2% of the overall visitors), while Festival Country received 15.6% and Ontario East received 15.3%.



This level of visitation rendered Toronto as the most frequently visited place in Ontario by business visitors, as opposed to the third most frequently visited place by all visitors. Metro Toronto's dominance in this market increased even more among the overnight business sub-market where the region accounted for 52.8% of them. Business visitors from overseas countries had the highest incidence of visitation of Metro Toronto,

TABLE 9. Business Visitors in Ontario, 1998

Region Visited	Percent of Business Visitors, by Origin, Visiting each Ontario Travel Region*							
	Canada =====	Ontario	USA =====	Border States	Overseas =====	UK	France	Germany
Southwestern Ontario	8.8%	9.9%	29.5%	41.5%	3.9%	4.2%	5.0%	0.0%
Festival Country	13.8%	15.3%	20.8%	21.8%	19.8%	14.6%	15.0%	9.5%
Lakelands	6.3%	7.2%	2.2%	2.3%	1.4%	2.1%	0.0%	4.8%
Metro Toronto	38.3%	35.3%	44.3%	31.2%	71.2%	70.8%	60.0%	81.0%
Getaway Country	9.4%	10.6%	4.0%	4.4%	2.3%	2.1%	0.0%	4.8%
Ontario East	17.5%	15.3%	6.5%	4.2%	24.1%	22.9%	58.1%	19.0%
Near North	1.4%	1.6%	0.1%	0.0%	0.4%	0.0%	30.0%	0.0%
Rainbow Country	1.8%	2.0%	0.5%	0.6%	0.3%	0.0%	0.0%	0.0%
Algoma Country	1.1%	1.3%	0.7%	0.8%	0.3%	0.0%	0.0%	0.0%
James Bay Frontier	1.3%	1.4%	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%
North of Superior	1.6%	1.5%	1.0%	0.6%	0.2%	0.0%	0.0%	0.0%
Sunset Country	1.1%	0.6%	1.7%	2.2%	0.2%	0.0%	0.5%	0.0%

* The percentages are based on the total number of visitors with a known regional destination in Ontario.

* As of 2001, the research regions identified in this report have changed.

followed by Americans and Canadians from provinces other than Ontario. Overseas business visitors visited primarily Toronto, Ontario East and Festival Country, Americans visited Toronto, Southwestern Ontario and Festival Country, while Ontarians visited Toronto, Festival Country, Ontario East and Getaway Country. Business visitors from the states bordering the Great Lakes were the only ones that visited more frequently a region other than Toronto (Southwestern Ontario).

Metro Toronto had the highest proportion of overnight business visitors from outside Ontario (67.3%), mainly because of business visitors from Quebec and the United States. It also had the most diversified business market in that its top four markets accounted only for 52.3% of its overnight business visitors (as compared to Algoma where one market, Ontario, accounted for 89.7% of its overnight business visitors).

With the exception of Metro Toronto, Festival Country and Sunset Country, all other Ontario travel regions drew the majority of their overnight business visitors from Ontario.

Overnight business visitors from overseas countries moved around the province more than overnight business visitors from other origins, visiting on average 1.20 Ontario travel regions. Overnight business visitors from the U.S. visited, on average, 1.14 travel regions and Ontarians 1.19 travel regions. These differences were not as significant as those of other overnight visitors whereby the farther away a visitor came from the more travel regions he/she visited.

TABLE 10: The Top Overnight Business Markets for each of Ontario's Travel Regions, 1998		
Region Visited	% of a Region's Overnight Business Visitors Coming from:	
Southwestern Ontario	Ontario (223,000)	63.4%
	Illinois (18,000)	5.1%
	Michigan (17,000)	4.8%
	Ohio (9,000)	2.6%
Festival Country	Ontario (203,000)	35.8%
	Michigan (66,000)	11.6%
	Ohio (34,000)	6.0%
	New York (18,000)	3.2%
Lakelands	Ontario (146,000)	69.9%
	Michigan (19,000)	9.1%
	Nova Scotia (7,000)	3.3%
	Ohio (4,000)	1.9%
Metro Toronto	Ontario (767,000)	32.7%
	Quebec (258,000)	11.0%
	BC (102,000)	4.3%
	New York (101,000)	4.3%
Getaway Country	Ontario (125,000)	61.3%
	Michigan (17,000)	8.3%
	Illinois (9,000)	4.4%
	Ohio (6,000)	2.9%
Ontario East	Ontario (362,000)	50.3%
	Quebec (78,000)	10.8%
	Alberta (22,000)	3.1%
	New York (15,000)	2.1%
Near North	Ontario (33,000)	84.6%
Rainbow Country	Ontario (65,000)	74.7%
	Alberta (7,000)	8.0%
	Pennsylvania (4,000)	4.6%
	Ohio (3,000)	3.4%
Algoma Country	Ontario (61,000)	89.7%
	Michigan (2,000)	2.9%
	Minnesota (1,000)	1.5%
	Manitoba (1,000)	1.5%
James Bay Frontier	Ontario (55,000)	82.1%
	Quebec (7,000)	10.4%
	Ohio (3,000)	4.5%
	Manitoba (1,000)	1.5%
North of Superior	Ontario (70,000)	64.8%
	Manitoba (17,000)	15.7%
	Minnesota (2,000)	1.9%
	Wisconsin (2,000)	1.9%
Sunset Country	Manitoba (24,000)	48.0%
	Ontario (13,000)	26.0%
	Minnesota (4,000)	8.0%
	France (1,000)	2.0%

HOW MUCH DID THEY SPEND IN ONTARIO?

The expenditures of business visitors accounted for 27.3% of the total spending in Ontario by all visitors, or almost three times the proportion of trips that business visitors accounted for (9.8%) in 1998. This implies that business visitors spent more per person trip than other Ontario visitors did.

Although Ontarians accounted for 39.3% of the total visitor spending in Ontario, they only accounted for 34.7% of the business spending. Similarly, the Americans' share of business expenditures declined when compared to their share of total visitors' expenditures.

On the other hand, the share of business expenditures accounted for by Canadians from a province other than Ontario and by overseas visitors increased when compared to their share of total visitors' spending, with Quebec and Japan experiencing the largest increases.

Of the total spending by business visitors in Ontario (\$3.5 billion), 85.7% was spent by overnight business visitors, although the latter group accounted only for

TABLE 11: Total Spending Assigned to Ontario, All Visitors, 1998

Visitors' Origin	All Visitors (000)	Share	Business Visitors (000)	Share
TOTAL	\$12,730,782	100.0%	\$3,476,197	100.0%
CANADA	\$5,923,959	46.5%	\$1,647,297	47.4%
Ontario	\$5,007,294	39.3%	\$1,209,104	34.7%
Quebec	\$358,016	2.8%	\$173,125	5.0%
USA	\$4,713,321	37.0%	\$1,249,456	35.9%
Michigan	\$1,218,772	9.6%	\$82,842	2.4%
New York	\$815,270	6.4%	\$117,105	3.4%
Ohio	\$339,648	2.7%	\$67,528	1.9%
Pennsylvania	\$242,080	1.9%	\$62,694	1.8%
Illinois	\$197,673	1.6%	\$75,556	2.2%
OVERSEAS	\$2,093,502	16.4%	\$579,444	16.7%
UK	\$497,191	3.9%	\$73,503	2.1%
Japan	\$211,561	1.7%	\$95,996	2.8%
Germany	\$151,053	1.2%	\$29,113	0.8%
France	\$122,612	1.0%	\$19,796	0.6%

TABLE 12: Total Spending Assigned to Ontario, Overnight Visitors, 1998

Visitors' Origin	All Overnight Visitors (000)	Share	Overnight Business Visitors (000)	Share
TOTAL	\$9,286,532	100.0%	\$2,978,280	100.0%
CANADA	\$4,181,899	45.0%	\$1,326,932	44.6%
Ontario	\$3,303,507	35.6%	\$907,516	30.5%
Quebec	\$322,176	3.5%	\$154,981	5.2%
USA	\$3,112,270	33.5%	\$1,104,767	37.1%
Michigan	\$446,925	4.8%	\$62,860	2.1%
New York	\$402,969	4.3%	\$100,103	3.4%
Ohio	\$226,793	2.4%	\$48,387	1.6%
Pennsylvania	\$195,321	2.1%	\$56,659	1.9%
Illinois	\$180,899	1.9%	\$69,214	2.3%
OVERSEAS	\$1,992,364	21.5%	\$546,581	18.4%
UK	\$472,883	5.1%	\$67,600	2.3%
Japan	\$204,799	2.2%	\$93,783	3.1%
Germany	\$146,350	1.6%	\$28,575	1.0%
France	\$114,414	1.2%	\$17,455	0.6%

42.7% of the total business visits in the province.

Table 13 shows the average spending per person visit, as well as per party-night, for all overnight visitors and compares these statistics to those of the overnight business visitors. Overall, overnight business visitors had an average spending per person visit of \$668, as compared to an average of \$232 for the general overnight visitor population. On a per party per night basis, however, the difference in the average spending between overnight business visitors and other overnight visitors was reduced significantly.

Overnight business visitors from Quebec had the lowest average spending per person visit (\$414), as well as per party-night (\$188).

Overnight business visitors from the U.K. and Germany had the highest average spending per person visit, followed by those coming from Japan and France. The high average spending per overnight business visit from overseas countries was partly due to the high transportation costs to reach Ontario and the longer length of stay in the province.

On a per party-per-night basis, however, the difference between the average spending of overnight business visitors from overseas countries and that of business visitors from

other regions declined considerably. Although business visitors from the U.K. and Japan still had the highest average spending per party-night, they were now closely followed by business visitors from Illinois and Pennsylvania.

It is interesting to note in Table 13, that on a per-party-per-night basis, overnight business visitors from the U.S. as a whole had a higher average spending than those from overseas countries as a whole (although overnight business visitors from Japan and UK had a higher average spending per party-night than those from the United States). It was the longer length stay in Ontario that eventually contributed to the higher average spending per person visit for the overnight business visitors from overseas countries.

When the transportation costs are removed from the overnight business visitors spending, the ranking of the high yield markets changes somewhat. Overnight business visitors from Japan continued to have the highest average spending per party per night and per person night, but it

Origin of Visitors	All Overnight Visitors		Overnight Business Visitors	
	Average per Person	Average per Party-night	Average per Person	Average per Party-night
TOTAL	\$232	\$128	\$668	\$276
CANADA	\$138	\$81	\$476	\$192
Ontario	\$122	\$64	\$452	\$198
Quebec	\$191	\$104	\$414	\$188
USA	\$396	\$267	\$845	\$437
Michigan	\$266	\$240	\$419	\$270
New York	\$267	\$217	\$758	\$400
Ohio	\$315	\$262	\$583	\$306
Pennsylvania	\$426	\$270	\$798	\$450
Illinois	\$457	\$296	\$721	\$471
OVERSEAS	\$1,068	\$221	\$1,517	\$405
UK	\$1,219	\$254	\$1,610	\$559
France	\$689	\$221	\$1,091	\$282
Germany	\$963	\$206	\$1,588	\$376
Japan	\$985	\$464	\$1,303	\$579

was the German business visitors that had the highest average spending per party visit as well as per person visit (see Table 14). It is also interesting to note in Table 14, that the average spending of overnight business visitors from the United States per person night and per party night is very close to that of Japanese overnight business visitors.

Table 13 demonstrates that, when all expenditures are taken into account, the overnight business visitors from the UK and Germany constitute Ontario's highest yield segments in this market, followed by the Japanese. However, in order to determine the importance of these visitor groups to the provincial economy, one needs to look at the expenditure shares of each of these groups and not just their average spending per person visit. This is done in Table 12.

According to this table, although UK, Germany and Japan maintained their importance within the overseas group, it was the Canadian residents that contributed the most to the total spending of overnight business visitors in the province, accounting for 44.6% of this spending. Further, it was the Ontario residents that accounted for most of the Canadian business spending in the province (68.4%), although this share was significantly lower than the Ontario residents' share of the total expenditures incurred by all overnight visitors (79.0%). Canada was followed by the U.S. which accounted for 37.1% of the overnight business visitors spending in Ontario.

Irrespective of an overnight business visitor's origin, accommodation accounted for the largest share of their non-transport related spending in Ontario, followed by food/beverage and in the case of overseas visitors retail.

Overnight business visitors from the United States, and especially those from Ontario's Border States, had one of the highest shares of non-transport related expenditures going to accommodation, partly because these visitors had the highest incidence of usage of commercial roofed accommodation.

Overnight business visitors from overseas countries had the highest share of their non-transport expenditures going to retail shopping and the lowest share among all origin groups going to food and beverage. Again these observations imply that shopping is an important activity for the overnight business visitors from overseas countries.

Overnight business visitors from Japan had the highest average spending on accommodation on a per person-night and on a party-night basis, while the overnight business visitors from Germany had the highest average spending on a per person visit and on a party visit basis. As Table 14 shows, depending on the measure used (i.e., person-visits, person-nights, etc.) for a particular tourism expenditure item, a different origin group shows up as the highest yield segment.

It should be noted that the average expenditures for all Overseas visitors was higher in 1999 than the spending levels of UK, Germany, and Japan depicted in Table 14, this is due to the high spending levels of the total East Asian market (comprised of China, Hong Kong, Japan, South Korea, Taiwan, and other).

TABLE 14: How Overnight Business Visitors Spent their Non-transport Budget in Ontario
By Origin, 1998

Item of Expenditure	Origin of Overnight Business Visitors							
	Canada	Ontario	USA	USA Border States	Over- seas	UK	Ger- many	Japan
Spending by overnight business visitors, excluding transport related expenditures (millions)	\$940	\$590	\$738	\$289	\$319	\$31	\$17	\$48
As a % of overnight business visitors' total spending in Ontario	70.8%	65.1%	66.8%	74.8%	58.3%	46.3%	58.8%	51.5%
Average Spending								
Per person	\$337	\$294	\$564	\$485	\$886	\$738	\$944	\$667
Per person-night	\$124	\$120	\$203	\$191	\$158	\$166	\$163	\$214
Per party	\$367	\$321	\$799	\$696	\$1,297	\$1,069	\$1,308	\$1,067
Per party-night	\$136	\$129	\$292	\$278	\$236	\$256	\$224	\$296
Accommodation (millions)	\$531	\$334	\$427	\$167	\$151	\$18	\$9	\$28
As a % of the non-transport spending of overnight business visitors	56.5%	56.6%	57.9%	57.8%	47.3%	58.1%	52.9%	53.3%
Average Spending								
Per person	\$190	\$166	\$327	\$280	\$419	\$427	\$528	\$394
Per person-night	\$70	\$68	\$118	\$111	\$75	\$96	\$91	\$127
Per party	\$207	\$182	\$462	\$403	\$614	\$618	\$730	\$630
Per party-night	\$77	\$73	\$169	\$161	\$112	\$148	\$125	\$175
Food/Beverage (millions)	\$311	\$192	\$188	\$74	\$70	\$7	\$3	\$9
As a % of the non-transport spending of overnight business visitors	33.1%	32.5%	25.5%	25.6%	21.9%	22.6%	17.6%	18.8%
Average Spending								
Per person	\$112	\$96	\$144	\$124	\$195	\$162	\$181	\$129
Per person-night	\$41	\$39	\$52	\$49	\$35	\$36	\$31	\$41
Per party	\$122	\$105	\$204	\$178	\$285	\$234	\$250	\$206
Per party-night	\$45	\$42	\$75	\$71	\$52	\$56	\$43	\$57
Recreation/Entertainment (millions)	\$34	\$21	\$53	\$20	\$25	\$2	\$1	\$1
As a % of the non-transport spending of overnight business visitors	3.6%	3.5%	7.2%	6.9%	7.8%	6.5%	5.9%	2.1%
Average Spending								
Per person	\$12	\$10	\$41	\$34	\$71	\$50	\$51	\$19
Per person-night	\$4	\$4	\$15	\$14	\$13	\$11	\$9	\$6
Per party	\$13	\$11	\$57	\$49	\$104	\$73	\$71	\$31
Per party-night	\$5	\$5	\$21	\$20	\$19	\$17	\$12	\$9
Retail (millions)	\$64	\$43	\$70	\$28	\$72	\$5	\$3	\$9
As a % of the non-transport spending of overnight business visitors	6.8%	7.3%	9.5%	9.7%	22.6%	16.1%	17.6%	18.8%
Average Spending								
Per person	\$23	\$22	\$53	\$46	\$200	\$108	\$174	\$128
Per person-night	\$8	\$9	\$19	\$18	\$36	\$24	\$30	\$41
Per party	\$25	\$24	\$76	\$67	\$293	\$156	\$240	\$206
Per party-night	\$9	\$9	\$28	\$27	\$53	\$37	\$41	\$57



HOW DID ONTARIO'S INTERNATIONAL BUSINESS VISITORS EVALUATE VARIOUS ASPECTS OF THEIR TRIP IN CANADA?

Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.

In general, international visitors' ratings of Canada's various services were considerably high. However, U.S. visitors in general and business visitors specifically, rated many aspects of their trip in Canada as being the same in both countries. These aspects included; transportation, accommodation, hospitality of local people, value of money, and variety of things to see and do. The only aspect of their trip to Canada that was rated "better" by the U.S. overnight market was value for money. This is not surprising considering the strong U.S. dollar.

Ontario's overseas visitors had a mixed reaction to the different aspects of their trip to Canada. Transportation was thought to be better in Canada by 42.6% of the overnight business visitors from overseas. The majority of all overnight visitors from overseas (56.3%) and the majority of overnight business visitors (61.3%) from overseas considered accommodation in Canada to be the same as in their home country. The hospitality of the local people in Canada was thought to be the same or better in Canada than in their home

countries by U.S. and overseas overnight business travellers. Due to the weak Canadian dollar, it is not surprising that all overnight groups, with the exception of overnight business travellers from overseas, ranked the value for money in Canada as being better than in their home country.

Origin of Visitors	All Visitors Overnight		Business Visitors Overnight	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	20.8%	43.1%	26.8%	42.6%
Same	70.8%	40.1%	67.7%	42.1%
Not as good	8.4%	16.7%	5.5%	15.3%
Accommodation				
Better	12.1%	39.3%	14.8%	35.7%
Same	76.2%	56.3%	79.7%	61.3%
Not as good	7.0%	4.4%	5.6%	2.9%
Hospitality of local people				
Better	37.4%	49.4%	39.0%	40.6%
Same	58.6%	45.4%	57.6%	51.0%
Not as good	4.0%	5.2%	4.0%	8.4%
Value of money				
Better	56.8%	51.7%	62.8%	49.4%
Same	30.9%	33.3%	27.7%	32.9%
Not as good	12.4%	15.1%	9.5%	17.7%
Variety of things to see and do				
Better	21.0%	42.5%	17.6%	41.7%
Same	71.8%	45.7%	73.0%	38.9%
Not as good	7.2%	11.7%	9.5%	19.4%

ONTARIO'S CONVENTIONS MARKET - 1998



HOW MANY CONVENTION VISITORS AND WHERE DID THEY COME FROM?

In 1998, 1.2 million visits were made in Ontario for business convention purposes*. This level of visitation accounted for 11.5% of the 10.4 million business visits or 1.1% of the total 107 million person visits. If pleasure convention visits made by Canadians were also included, the total convention visits reached 1.3 million in 1998. The remainder of this report will examine only business conventions, as opposed to business and non-business conventions combined.

As Table 16 summarizes, the majority of Ontario's business convention visitors came from

Canada (56.4%), with 75.2% of these Canadian visitors coming from Ontario. The U.S. business convention market represented 31.5% of this segment in 1998, with New York State providing the most business convention visitors (20.1% of total American convention visitors). Collectively, 15.6% of the business convention market in Ontario originated in the Border States. Business convention visitors from the overseas markets accounted for 12.1% of Ontario's market, with Japan representing 10.8% of all overseas visitors in this market segment.

Of the nearly 1.2 million convention visitors to Ontario, approximately 900,000 (77.6%) stayed at least one night in the province. Convention visitors had a higher propensity to stay overnight in the province when compared to all business visitors (only 42.7% of business visitors stayed overnight

TABLE 16: Total Convention Visits in Ontario, 1998

Origin of Visitors (000's)	Business Visitors	Share (%)	Convention Visitors	Share (%)
TOTAL	10,439	100.0	1,152	100.0
CANADA	7,683	73.6	650	56.4
Ontario	6,568	62.9	489	42.4
Other Provinces	1,115	10.7	160	13.9
USA	2,341	22.4	363	31.5
Border States	1,487	14.2	180	15.6
Michigan	737	7.1	15	1.3
New York	297	2.8	73	6.3
Ohio	138	1.3	30	2.6
Pennsylvania	88	0.8	21	1.8
Illinois	118	1.1	22	1.9
Minnesota	66	0.6	11	1.0
Wisconsin	43	0.4	9	0.8
Other USA	854	8.2	183	15.9
OVERSEAS	415	4.0	139	12.1
UK	48	0.5	11	1.0
Japan	77	0.7	15	1.3
France	20	0.2	6	0.5
Germany	21	0.2	6	0.5
Other Europe	77	0.7	32	2.8
Other Asia	79	0.8	34	3.0
All Other	95	0.9	36	3.1

* Business travelers whose main purpose of trip was to attend conventions, conferences, trade shows or seminars.

TABLE 17: Overnight Convention Visits in Ontario, 1998

Origin of Visitors (000's)	Overnight Business Visitors	Share (%)	Overnight Convention Visitors	Share (%)
TOTAL	4,457	100.0	894	100.0
CANADA	2,789	62.6	457	51.1
Ontario	2,010	45.1	307	34.3
Other Provinces	779	17.4	150	16.8
USA	1,308	29.3	315	35.2
Border States	596	13.4	149	16.7
Michigan	150	3.3	13	1.5
New York	132	3.0	50	5.6
Ohio	83	1.9	29	3.2
Pennsylvania	71	1.6	19	2.1
Illinois	96	2.2	21	2.3
Minnesota	36	0.8	8	0.9
Wisconsin	28	0.6	8	0.9
Other USA	712	16.0	167	18.7
OVERSEAS	360	8.1	122	13.6
UK	42	0.9	9	1.0
Japan	72	1.6	15	1.7
France	16	0.4	5	0.6
Germany	18	0.4	6	0.7
Other Europe	63	0.5	25	2.8
Other Asia	66	1.4	31	3.5
All Other	59	1.3	31	3.5

in the province).

The majority (51.1%) of overnight convention visitors were Canadians, with every one in three (34.3%) overnight convention visitors originating in Ontario. An additional third of overnight convention visitors (35.2%) were from the USA, with 15.9% of Americans from New York State. Overnight convention visitors from Overseas countries made up 13.6% of the market. Of these visitors, 12.3% of them were from Japan.

HOW LONG DID THEY STAY IN ONTARIO?



On average, Ontario's overnight convention visitors stayed more than two thirds of a night longer (3.64 nights) in the province than overnight business visitors combined. In fact, convention visitors on average stayed half a day longer in the province than total overnight visitors. Although convention visitors only accounted for 1.1% of the total visitors to Ontario, they are nevertheless a very lucrative market. Spending by convention visitors accounted for 6.2% of tourism expenditures in the province in 1998.

As was the case with business visitors, overnight convention visitors from overseas countries tended to stay longer in the province than business convention visitors from other origins. However, overnight convention visitors stayed almost one day

TABLE 18: Overnight Convention Visitors By Length of Stay in Ontario, 1998

Origin of Visitors	Average Number of Nights
CANADA	2.76
Ontario	2.26
Other Provinces	3.79
USA	3.87
Border States	3.70
Other USA	4.02
OVERSEAS	6.37
UK	6.13
Japan	2.76
France	3.53
Germany	5.85
Other Europe	5.97
Other Asia	10.15
All Others	5.26

longer than business visitors did. Though visitors from Michigan had the lowest incidence for convention visits in the province, these visitors tended to stay the longest in the province among convention visitors from the United States, followed by other convention visitors from the USA and Canadian provinces other than Ontario. Ontarians tended to stay the least amount of time for convention purposes. As summarized in Table 18, the average length of stay for Canadian overnight convention visitors in Ontario was 2.76 nights, Americans stayed an average of 3.87 nights, and overseas visitors stayed an average of 6.37 nights.

Two out of every five (38.9%) of Ontario's overnight convention visitors stayed in the province for two nights or less, over half (58.4%) stayed for three nights or less and 17.0% stayed in the province for a week or longer.



WHAT ELSE DID THEY DO IN ONTARIO?

Different from overnight business visitors, who were half as active as other overnight visitors, overnight convention visitors were nearly as active as other overnight visitors. On average, they participated in 1.95 of the activities listed in Table 19, as opposed to 2.13 activities for all overnight visitors and 1.3 for business visitors. However, with the exception of "visiting friends or relatives" and "participating in outdoor activities", where other overnight visitors had considerably higher incidences of participation, overnight convention visitors participated in the remaining activities more so than other overnight visitors. Also, similar to business visitors, overnight convention visitors participated in shopping, sightseeing and nightlife/entertainment (which includes casinos) at considerably higher incidences of participation than other overnight visitors.

Activity	Origin of Overnight Convention Visitors			
	Canada	Ontario	USA	Overseas
Visit friends/relatives	41.0%	15.4%	18.0%	41.2%
Attend festivals/fair	8.4%	3.0%	5.3%	17.3%
Attend cultural events	4.7%	2.6%	14.3%	24.4%
Attend sports events	2.5%	4.2%	8.8%	6.0%
Shopping	54.3%	18.3%	58.2%	81.1%
Sightseeing	31.6%	18.0%	53.4%	72.2%
Nightlife/entertainment	38.1%	18.6%	28.4%	31.3%
Visit theme parks	4.4%	2.6%	2.4%	11.1%
Visit parks or historic sites	12.7%	2.3%	22.2%	45.7%
Participate in outdoor activities	14.5%	12.4%	11.5%	17.3%

Shopping continued to be the most popular activity among overnight convention visitors, followed by sightseeing, participating in nightlife/entertainment and visiting friends/relatives.

TABLE 20: Overnight Convention Visitors in Ontario Percent of Visitors by Activity, 1998	
Activity	Convention Visitors %
Visit friends/relatives	24.2
Attend festivals/fairs	6.7
Attend cultural events	10.1
Attend sports events	5.8
Shopping	47.1
Sightseeing	40.2
Nightlife/entertainment	27.1
Visit theme parks	4.0
Visit parks or historic sites	17.0
Participate in outdoor activities	13.1

When compared to convention visitors from other origins, overnight convention visitors from overseas were the most active in participating in all of the activities listed in Table 20, with the exception of attending sports events. They participated, on average, in 3.48 activities, a level of participation that is much higher than other overnight visitors, business visitors and other convention visitors.

Overnight convention visitors from the USA participated in 2.23 activities and overnight convention visitors from Canadian provinces other than Ontario participated in 2.12 activities. Overnight convention visitors from Ontario were the least active group (0.97 activities).



WHICH ONTARIO REGIONS* DID THEY VISIT?

Compared with the strong urban-orientation of business visitors' trips in Ontario, convention visitors' trips were even more focused on Ontario's major urban centres. Metro Toronto received 65.4% of Ontario's convention visitors (as opposed to 40.9% of the business visitors and 17.2% of the overall visitors), while Festival Country received 15.2% and Ontario East received 13.4%, both of these regions received shares slightly lower than those of the business visitors.

This level of visitation again rendered Toronto as the most frequently visited place in Ontario by convention visitors, as opposed to the third most frequently visited place by total visitors to the province.

* As of 2001, the research regions identified in this report have changed.

Metro Toronto dominated the overnight convention market with 66.8% of the market staying within the City (Toronto accounted for 52.8% of the overnight business visitors).

Convention visitors from the USA had the highest incidence of visitation (78.5%) in Metro Toronto, compared with only 44.3% of all overnight business visitors from the USA. Convention visitors from overseas countries (75.5%) and Canadians from provinces other than Ontario (75.0%) also had high incidences of visiting Metro Toronto. American convention visitors primarily visited Metro Toronto and Festival Country, while overseas convention visitors primarily visited Metro Toronto, Ontario East and Festival Country. Ontarians had lower incidences of visitation of Metro Toronto (49.6%), but higher incidences to other regions within the province, like Festival Country, Ontario East and Southwest Ontario. Table 21 summarizes the Ontario destinations visited by convention visitors.

Region Visited	% of a Region's Overnight Convention Visitors Coming from:	
Southwestern Ontario	Ontario (16,000)	47.1%
	Ohio (6,000)	17.6%
Festival Country	Ontario (47,000)	37.0%
	Ohio (19,000)	15.0%
Lakelands	Ontario (40,000)	72.7%
	Michigan (4,000)	7.3%
Metro Toronto	Ontario (146,000)	24.5%
	New York (41,000)	6.9%
Getaway Country	Ontario (9,000)	47.4%
	Illinois (3,000)	15.8%
	Ohio (3,000)	15.8%
Ontario East	Ontario (46,000)	36.8%
	New York (4,000)	3.2%
Near North	Ontario (1,000)	25.0%
Rainbow Country	Ontario (7,000)	77.8%
Algoma Country	Ontario (3,000)	60.0%
	Minnesota (1,000)	20.0%
James Bay Frontier	N/A	N/A
North of Superior	Ontario (5,000)	55.6%
	Wisconsin (2,000)	22.2%
Sunset Country	France (1,000)	50.0%

Metro Toronto had the highest proportion of overnight convention visitors from outside of Ontario (75.5%), in comparison to other regions within the province, its convention market was more

Region Visited	Percent of Convention Visitors, by Origin, Visiting each Ontario Travel Region*							
	Canada =====	Ontario	USA =====	Border States	Overseas =====	UK	France	Germany
Southwestern Ontario	6.0%	10.2%	3.6%	5.0%	1.4%	0.0%	0.0%	0.0%
Festival Country	15.2%	12.7%	21.5%	22.2%	19.4%	18.2%	16.7%	16.7%
Lakelands	4.9%	8.6%	2.2%	3.3%	2.2%	0.0%	0.0%	16.7%
Metro Toronto	65.4%	49.6%	78.5%	72.2%	75.5%	72.7%	50.0%	83.3%
Getaway Country	3.6%	6.1%	1.9%	3.9%	2.9%	0.0%	0.0%	16.7%
Ontario East	13.4%	12.0%	6.3%	6.7%	28.1%	27.3%	33.3%	16.7%
Near North	0.3%	0.2%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%
Rainbow Country	0.8%	1.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Algoma Country	0.4%	0.6%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%
James Bay Frontier	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North of Superior	0.8%	1.0%	0.8%	1.7%	0.0%	0.0%	0.0%	0.0%
Sunset Country	0.3%	0.0%	0.8%	1.7%	0.7%	0.0%	16.7%	0.0%

* The percentages are based on the total number of visitors with a known regional destination in Ontario.

diversified - its largest market (Ontario) accounted for only 24.5% of all overnight convention visitors to the region, compared to 32.7% for all business visitors.

Although Ontario was the largest source of overnight convention travel for most of the regions, with exception of Lakelands, Rainbow Country, Algoma Country, North of Superior and Sunset Country, the remaining regions drew the majority of their overnight convention visitors from outside of the province.

Overnight convention visitors from overseas countries moved around the province more than overnight convention visitors from other origins, visiting on average 1.25 Ontario travel regions. Overnight convention visitors from the USA visited an average of 1.12 travel regions and Ontarians visited an average of 1.04 travel regions. Overall, overnight convention visitors from overseas countries visited more regions in Ontario than the overnight business visitors from these countries. Overnight convention visitors from the USA, other provinces in Canada and Ontario visited fewer regions in Ontario than the business visitors from these origins.



WHAT WAS THEIR PARTY SIZE?

The majority of parties of overnight convention visitors traveling in Ontario were comprised of only one person (78.4%). Different from other business visitors, U.S. overnight convention visitors tended to travel with a companion (62.9%) and Canadians (88.3%) traveled alone. As a result, the U.S. convention travelers had the highest average party size (1.6 persons) and Canadians the lowest (1.1 persons).

TABLE 23: Average Party Size (persons) Convention Visitors in Ontario, 1998		
Origin of Visitors	Total	Overnight
CANADA	1.1	1.1
Ontario	1.1	1.1
USA	1.6	1.5
Border States	1.7	1.6
OVERSEAS	1.5	1.5



HOW MUCH DID THEY SPEND IN ONTARIO?

The expenditures of overnight business convention visitors accounted for 6.2% of total visitor spending in Ontario and 8.1% of all overnight visitors in the province. Considering that overnight business convention visitors accounted for 2.2% of the total overnight visitors in the province, the proportion of spending was four times that of the size of this market. This implies that overnight business convention visitors spent more per person trip than other overnight visitors.

Ontarians accounted for a smaller proportion of the total convention visitor spending in Ontario (21.0%), compared with their proportion of total visitor spending (39.3%) and business visitor spending (34.7%). Meanwhile, the shares of convention expenditures accounted for by American, by Canadians from a province other than Ontario and by overseas visitors considerably increased when compared to their shares of total visitors' expenditures and business expenditures.

Of the total spending by convention visitors in Ontario (\$792 million), 95.2% was spent by overnight convention visitors, even though this group represented over three-quarters (77.6%) of all convention visitors. Tables 24 and 25 summarize the total spending by all convention visitors and overnight convention visitors by origin.

While Canadian convention visitor spending decreased in proportion when compared to their share of total visitors' spending, convention visitors from the USA and overseas increased their share of spending when compared to their total visitor spending and business visitor spending. This indicates that American and overseas convention visitors spend more per person than Canadian convention visitors.

Table 26 summarizes the average spending per person visit, as well as per party-night for all overnight convention visitors. Overall, overnight convention visitors had an average spending of \$843 per person visit, as compared to an average of \$232 per person visit for the general overnight visitors or \$668 for the overnight business visitors.

Overnight convention visitors from Ohio had the lowest average spending per person visit (\$393), as well as per person-night (\$161). Similar to overnight business visitors, overnight convention visitors from the U.K. and Germany had the highest average spending per person visit, followed by those from Japan and France. The high average per visit spending by overnight convention visitors from

**TABLE 24: Total Spending Assigned to Ontario
Convention Visitors, 1998**

Visitors' Origin	Convention Visitors (000)	Share
TOTAL	\$791,714	100.0%
CANADA	\$271,733	34.3%
Ontario	\$165,966	21.0%
Other Provinces	\$105,767	13.4%
USA	\$324,912	41.0%
New York	\$50,073	6.3%
Pennsylvania	\$19,211	2.4%
Illinois	\$19,742	2.5%
Ohio	\$12,011	1.5%
Wisconsin	\$11,097	1.4%
OVERSEAS	\$195,069	24.6%
UK	\$16,569	2.1%
Japan	\$15,629	2.0%
Germany	\$9,027	1.1%
France	\$5,180	0.7%

**TABLE 25: Total Spending Assigned to Ontario
Overnight Convention Visitors, 1998**

Visitors' Origin	Overnight Convention Visitors (000)	Share
TOTAL	\$753,676	100.0%
CANADA	\$261,252	34.7%
Ontario	\$155,599	20.6%
Other provinces	\$105,654	14.0%
USA	\$308,968	41.0%
New York	\$44,982	6.0%
Pennsylvania	\$18,888	2.5%
Illinois	\$18,771	2.5%
Ohio	\$11,394	1.5%
Wisconsin	\$10,600	1.4%
OVERSEAS	\$183,456	24.3%
UK	\$14,470	1.9%
Japan	\$15,629	2.1%
Germany	\$9,019	1.2%
France	\$4,852	0.6%

overseas was partly due to the high transportation costs to reach Ontario and the longer length of stay in the province.

TABLE 26: Overnight Convention Visitors, 1998
Average Expenditures in Ontario

Origin of Visitors	Average per Person	Average per Person night
TOTAL	\$843	\$310
CANADA	\$572	\$235
Ontario	\$507	\$257
Other provinces	\$704	\$205
USA	\$981	\$388
New York	\$900	\$395
Pennsylvania	\$994	\$408
Illinois	\$894	\$464
Ohio	\$393	\$161
Wisconsin	\$1,325	\$504
OVERSEAS	\$1,504	\$351
UK	\$1,608	\$393
Japan	\$1,042	\$515
Germany	\$1,503	\$385
France	\$970	\$344

On a per person-night basis, the average spending by overnight convention visitors from overseas countries and the USA were very close. Overnight convention visitors from overseas spent an average of \$351 per person-night and American overnight convention visitors spent an average of \$388 per person-night. Convention visitors from Japan and Wisconsin had the highest spending per person-night.

When transportation costs are removed from overnight convention visitor spending (Table 27), there are two distinct changes in the markets, compared to business visitors. Firstly, the proportion of spending on non-transport items is higher among the convention visitors in all markets, except Japan. Secondly, with the exception of visitors from Germany and Japan, the average spending per person trip and per party visit increased by about one third. The fact that convention visitors have higher average spending patterns when compared to business visitors in general is due to the

length of stay, which tends to be two thirds of a day longer for convention visitors in the province. Secondly, as previously mentioned, overnight convention visitors participated in nearly two times as many activities than business visitors while in the province – especially shopping, sightseeing and nightlife/entertainment. Participating in these activities impacted the average per person spending by overnight convention visitors, with the exception of those from Germany and Japan.

Irrespective of an overnight convention visitor's origin, accommodation accounted for the largest share of their non-transport related spending in Ontario. In the Canadian and American markets, accommodation spending was followed by food and beverage, recreation/entertainment, and retail. The overseas markets, spending on retail, food and beverage, and recreation/entertainment followed the accommodation expenditures.

As mentioned, overnight convention visitors from overseas had the highest share of their non-transport expenditures going to retail and the lowest share among all origins going to food and beverage. Again, these observations imply that shopping is an important activity for the overnight convention visitors from overseas countries.

TABLE 27: How Overnight Convention Visitors Spent their Non-transport Budget in Ontario, by Origin, 1998

Item of Expenditure	Origin of Overnight Convention Visitors							
	Canada =====	Ontario	USA =====	USA Border States	Overseas =====	UK	Ger- many	Japan
Spending by overnight convention visitors, excluding transport related expenditures (millions)	\$205.8	\$116.6	\$245.7	\$104.0	\$118.4	\$9.5	\$5.3	\$7.9
As a % of overnight convention visitors' total spending in Ontario	78.9%	74.9%	79.5%	86.0%	64.6%	65.5%	59.0%	50.5%
Average Spending								
Per person	\$451	\$381	\$781	\$698	\$967	\$1,053	\$883	\$527
Per person-night	\$163	\$169	\$202	\$189	\$152	\$172	\$151	\$191
Per party	\$511	\$435	\$1,193	\$1,118	\$1,445	\$1,580	\$1,328	\$717
Per party-night	\$185	\$192	\$308	\$302	\$227	\$258	\$227	\$260
Accommodation (millions)	\$118.0	\$69.6	\$142.8	\$58.8	\$51.0	\$5.5	\$2.7	\$4.7
As a % of the non-transport spending of overnight convention visitors	57.3%	59.8%	58.1%	56.7%	43.2%	57.9%	50.9%	59.5%
Average Spending								
Per person	\$258	\$227	\$453	\$396	\$418	\$609	\$450	\$315
Per person-night	\$94	\$100	\$117	\$107	\$66	\$99	\$77	\$114
Per party	\$293	\$260	\$693	\$632	\$622	\$914	\$684	\$429
Per party-night	\$106	\$115	\$179	\$171	\$98	\$149	\$117	\$155
Food/Beverage (millions)	\$57.0	\$29.5	\$55.0	\$23.1	\$25.8	\$1.8	\$0.9	\$1.1
As a % of the non-transport spending of overnight convention visitors	27.7%	24.8%	22.4%	22.1%	22.0%	18.9%	17.0%	13.9%
Average Spending								
Per person	\$125	\$96	\$174	\$154	\$212	\$204	\$154	\$73
Per person-night	\$45	\$42	\$45	\$42	\$33	\$33	\$26	\$26
Per party	\$141	\$110	\$267	\$248	\$315	\$306	\$230	\$99
Per party-night	\$51	\$49	\$69	\$67	\$49	\$50	\$39	\$36
Recreation/Entertainment (millions)	\$11.3		\$19.1	\$8.5	\$11.8	\$0.7	\$0.4	\$0.4
As a % of the non-transport spending of overnight convention visitors	5.3%		11.8%	8.1%	10.0%	7.4%	7.5%	5.1%
Average Spending								
Per person	\$25		\$91	\$58	\$97	\$74	\$71	\$25
Per person-night	\$9		\$24	\$16	\$15	\$12	\$12	\$9
Per party	\$28		\$93	\$91	\$144	\$111	\$107	\$34
Per party-night	\$10		\$24	\$25	\$23	\$18	\$18	\$12
Retail (millions)	\$19.5	\$10.7	\$28.7	\$13.6	\$29.8	\$1.5	\$1.2	\$1.7
As a % of the non-transport spending of overnight convention visitors	9.7%	9.1%	11.8%	13.5%	25.4%	15.8%	22.6%	21.5%
Average Spending								
Per person	\$44	\$24	\$91	\$91	\$245	\$166	\$204	\$113
Per person-night	\$16	\$9	\$24	\$25	\$40	\$27	\$35	\$41
Per party	\$49	\$40	\$140	\$146	\$364	\$250	\$307	\$154
Per party-night	\$18	\$18	\$36	\$40	\$57	\$41	\$52	\$56



HOW DID ONTARIO'S INTERNATIONAL CONVENTION VISITORS EVALUATE VARIOUS ASPECTS OF THEIR TRIP IN CANADA?

TABLE 28: Rating of Various Services in Canada in Comparison to Home Country, 1998

Origin of Visitors	Overnight Convention Visitors	
	U.S.	Overseas
Transportation		
Better	39.9%	51.2%
Same	56.5%	34.3%
Not as good	3.6%	14.6%
Accommodation		
Better	16.7%	37.9%
Same	76.2%	60.6%
Not as good	7.1%	1.5%
Hospitality of people		
Better	45.1%	39.9%
Same	50.9%	48.1%
Not as good	4.0%	12.0%
Value of money		
Better	66.7%	44.1%
Same	21.4%	29.1%
Not as good	11.9%	26.8%
Variety of things to see and do		
Better	24.5%	42.5%
Same	71.2%	35.2%
Not as good	4.3%	22.3%

Ontario's international visitors were asked to rate various aspects of their stay in Ontario relative to their home country.

In general, international convention visitors' ratings of Canada's various services were considerably high. However, U.S. convention visitors generally rated aspects of their trip in Canada as the same as these in the U.S., with the exception of value for money. These aspects included; transportation, accommodation, hospitality of local people, and variety of things to see and do.

Ontario's overseas visitors had a mixed reaction to the different aspects of their trip in Canada. Transportation was thought to be better in Canada by 48.9% of the overnight convention visitors from overseas. The majority of these visitors (60.1%) considered accommodation in Canada to be the same as in their home country. While the hospitality of the local people in Canada was thought to be the same as in their home countries by U.S. and

overseas convention visitors. Due the weak Canadian dollar, it is not surprising that international convention visitors ranked the value for money in Canada as being better than in their home country.

ONTARIO'S OVERNIGHT BUSINESS MARKET: 1994, 1996 & 1998

Overnight business visits in Ontario decreased by -12.3% between 1994 and 1996, while between 1996 and 1998 they increased by 11.6%. However, compared to 1994, the number of overnight business visitors in Ontario in 1998 was down by -3.7%.

In 1994, overnight business visitors accounted for 11.7% of all overnight visitors in Ontario. However, this share decreased in 1996 by 9.4% to 10.6% and increased in 1998 by 6.6% to 11.3%.

TABLE 29: Overnight Person Visits in Ontario*

Year	Overnight Business Visitors (000's)	Rate of Change	Share of Total Overnight visitors	All Overnight Visitors (000's)	Rate of Change
1994	4,628	-	11.7%	39,709	-
1996	4,057	-12.3%	10.6%	38,328	-3.5%
1998	4,457	11.6%	11.3%	39,485	3.0%

*Only domestic visitors with an Ontario destination are included in this table and not all overnight visitors to Ontario from domestic origins.

As the table below demonstrates, overnight business visitors from Ontario were mainly responsible for this decline of overnight business visitors in Ontario. Compared to 1994, in 1998 the number of overnight business visitors from Ontario had declined by 18.2%, while the number of business visitors from a Canadian province other than Ontario had declined by 2.3%.

As a result of the differential growth rates of business visitors from different origins, the share of overnight business visitors from the U.S. and overseas countries increased between 1994 and 1998 from 21.9% and 7.1%, respectively, to 29.3% and 8.1%, respectively, while that of Ontarians' and other Canadians declined.

TABLE 30: Overnight Business Visitors in Ontario, by Origin									
Year	Origin of Visitors								
	Total	Other Canada	Share	Ontario	Share	USA	Share	Overseas	Share
1994	4,628	828	17.9%	2,458	53.1%	1,012	21.9%	330	7.1%
1996	4,057	750	18.5%	1,857	45.8%	1,090	26.9%	360	8.9%
1998	4,457	779	17.5%	2,010	45.1%	1,308	29.3%	360	8.1%

Festival Country, Lakelands, Metro Toronto, and Getaway Country experienced increases in overnight business visitors between 1994 and 1998, with Lakelands experiencing the largest increase (47.2%). Getaway Country also experienced a large increase in overnight business visitors with a growth of 31.6% between 1994 and 1998. In Southwestern Ontario, overnight business visitation declined by 29.3% in 1998, over 1994, Ontario's East overnight business visitors declined by 11.2%, and Ontario North experienced a decline in overnight business visitation of 8.4% in 1998 over 1994.

As a result of these differential growth rates, Southwestern Ontario's share of Ontario's overnight business visitors declined in 1998, over 1994, by 29.8% from 10.5% to 7.4%, Ontario East's share declined from 17.0% to 15.0% and Lakelands' increased from 3.0% to 4.4%. Metro Toronto continues to attract the largest portion of overnight business visitors in Ontario with a growth of 6.2% in 1998 over 1994 from 46.2% to 49.1%.

TABLE 31: Overnight Business Visitors in Ontario, by Region Visited							
Year	Origin of Visitors						
	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Regions 7-12
1994	498	530	142	2,197	155	810	419
1996	341	459	160	1,892	152	724	321
1998	352	567	209	2,349	204	719	384

ONTARIO'S BUSINESS CONVENTION MARKET: 1996 & 1998

Business convention travel in Ontario increased by 3.3% from 1.1 million in 1996 to 1.2 million in 1998. In 1996, total business convention visits represented 10.1% of business travel in the province (10.1 million visits) or 1.0% of all person visits (106 million). The share of business visits accounted for

by the business convention market increased by 13.9% in 1998 to represent 11.5% of the 10.4 million business trips in the province. While business convention visits represented only 1.1% of the 107 million person trips made in Ontario in 1998, this share increased by 10.0% over 1996.

As depicted in Table 32, while the total Canadian and Ontario business convention markets have decreased by 1.7% and 5.2%, respectively, the U.S. and overseas markets have increased by 11.3% and 8.6%, respectively, since 1996, overcompensating for the drop in the domestic business convention visitors.

Table 32: Business Convention Visitors, 1996 & 1998, by Origin			
Origin	1996 (000s)	1998 (000s)	% Change
Total	1,115	1,152	3.3%
Canada	661	650	-1.7%
Ontario	516	489	-5.2%
USA	326	363	11.3%
Overseas	128	139	8.6%

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to OMTOUR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention*. In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any

purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the end of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

MAP OF ONTARIO'S TRAVEL REGIONS - 1998 *



* As of 2001, the Ministry has identified new regions for research.